

**FIRST 5 CALIFORNIA  
CHILDREN & FAMILIES COMMISSION**

**June 19, 2003  
Buena Vista Branch Library  
300 N. Buena Vista Street  
Burbank, CA 91505**

**Agenda Item 1 -- Call to Order**

Chairman Reiner called the meeting to order at 9:15 a.m.

**Agenda Item 2 -- Roll Call**

Commissioners Present:

Rob Reiner, Chairman  
Kim Belshé, Vice Chair  
Alice Walker Duff  
Elizabeth Rice Grossman  
Sandra Gutierrez  
Louis Vismara

Ex Officio Commissioner Present:     Genie Chough

**Agenda Item 4 – Chairman’s Report**

Chairman Reiner reported on the many activities that have been going on related to Preschool for All. AB 56 (Steinberg, Chan, Daucher, Liu) will implement preschool; First 5 held a Preschool Summit in April featuring speakers from other states with experiences in developing/implementing Universal Preschool programs; and First 5 has launched its preschool ad campaign.

**Assembly Bill 56 Update** – Chairman Reiner reported that First 5 is the sponsor of AB 56 and indicated the Commission is very fortunate to have some strong leaders in the Legislature as joint authors of the bill: Assemblymembers Darrell Steinberg, Wilma Chan, Carol Liu, and Lynn Daucher.

Chairman Reiner reported that California’s Master Plan for Education set a 10-15 year goal of:

- Making preschool available, as part of the public education system, to all 3- and 4-year olds whose parents wish to enroll them
- Expanding school readiness centers statewide
- Providing universal access to health and developmental screenings to enhance detection of developmental delays in the earliest years of life

- Making kindergarten mandatory and the same length of time each day as early elementary grades.
- Providing for a seamless integration with K-12 education.

Chairman Reiner stated that AB 56 will implement these recommendations. He also stated that all of the Master Plan bills, including AB 56, have been held in their “house of origin” in the fiscal committee, where more work can be done before the bills move forward next year.

As the sponsor of AB 56, First 5 will participate in a “stakeholders” group being convened by the bill’s authors to flesh out the details of the bill, particularly the “Preschool for All” program; stakeholders will then serve as ambassadors for the bill. Chairman Reiner reported that the bill will not move again until January, but may be amended as it sits in fiscal committee.

**Master Plan On-Line Dialogue** – Chairman Reiner reported that as part of its effort to get broad public input on the legislation that will implement the recommendations contained in the Master Plan for Education, Senator Dede Alpert scheduled the entire week of May 19<sup>th</sup> through 23<sup>rd</sup> to hold “on-line dialogues” with legislators, experts in the various fields, parents, and the public.

May 19<sup>th</sup> was devoted to discussions of school readiness and AB 56, the bill that will implement some of the major School Readiness recommendations of the Master Plan. Chairman Reiner reported that he participated on May 19<sup>th</sup> as a panelist on the school readiness on-line dialogue. Other panelists included Karen Hill-Scott and Assemblymember Darrel Steinberg.

To initiate on-line discussion, questions were posed on universal preschool program standards, rollout strategies for program implementation, and how the program could be financed. That led to a full day of discussion with topics ranging from:

- Parental involvement in their children’s education.
- Early education teacher credentialing and teacher training programs.
- The need for early intervention with children who have learning disabilities and other special needs.
- The need for collaboration as we establish universal access to preschool.
- The importance of sound decisions based on research.
- Long-term funding of the program in light of the struggle school districts are now facing.
- Participants expressed the need to advertise the benefits – an issue First 5 has already begun to take on.
- Other comments centered on the reasoning behind compulsory kindergarten, and the notion that preschool is child care.

**2003 Annual Statewide Conference of County Commissions** – Chairman Reiner reported that the conference entitled “The Fabulous Fours: Learning from Four Years of Experience” was held at the Hyatt Regency Orange County, on April 24-25, 2003. This year’s conference drew over 550 attendees including 150 presenters and 21 exhibitors.

Chairman Reiner noted the three keynote speakers were:

- Frank Gilliam and Roy Behr on opinion research and framing early childhood messages for the public and a private viewing by 500 people of First 5's new ads.
- Abby Thorman on improving systems and services for young children and moving community will to support the effort; and
- A panel of parents from El Dorado, Santa Clara and Riverside who are recipients of and contributing participants in local Prop. 10 funded programs—they are reminders of the importance of the work done by First 5.
- Then the annual foreshadowing of First 5 to come by Jane Henderson, Mark Friedman and himself.

Participants' ratings of the overall conference program were excellent (52%); very good (44%).

**Advocacy Agenda** – Chairman Reiner reported that the Commission's media contractor, GMMB, with input from our public relations contractor, Rogers & Associates, as well as many others, will draft First 5 California's advocacy agenda. He noted that it will be presented to the Commission in July for discussion and further development.

Commissioner Gutierrez asked if contractor (GMMB) who is developing our advocacy agenda, are consulting with people who have run political campaigns and grass roots advocacy. Chairman Reiner responded by stating that GMMB has run political campaigns, both locally and on a national level.

**Resolution Presented to Jane Henderson** – Chairman Reiner presented a Senate Resolution to Jane Henderson commending her for her work on the Master Plan for Education. The Resolution was signed by Senator Dede Alpert, Chair of the Joint Committee to Develop a Master Plan for Education and Assemblymembers Elaine Alquist and Virginia Strom-Martin, Co-Vice-Chairs of the Joint Committee.

Dr. Henderson responded that the Resolution goes to the whole First 5 Family—Commissioners and staff—who have spent many hours behind the scene.

### **Agenda Item 3 -- Approval of Minutes, March 20, 2003 State Commission Meeting**

The March minutes were edited with only technical corrections.

<b>Action by Commission:</b>	Chairman Reiner moved to approve the March minutes. The motion was seconded by Commissioner Gutierrez and the minutes were approved with a unanimous vote.
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## **Agenda Item 5 – Executive Director’s Report**

Jane Henderson reported on numerous issues as follows:

**FY 2003/2004 Ten Percent Reduction Plan** – Dr. Henderson reported that the State Commission is still being held to the hiring freeze and that there may be even more restrictions if the budget is not passed on time, such as the ability to travel. On the plus side, Dr. Henderson reported that state agencies are able to use a list of surplus state employees who are facing layoffs in other state agencies to fill vacancies. First 5 will be looking at this list to see if there are staff whose background and experience fits with the Commission’s needs.

Commissioner Duff asked why the state freeze on hiring and travel affect our money. Dr. Henderson responded by stating there is an issue of fairness and equity throughout the state. She also stated that expenditure authority has to come from the budget. The Commission is a state agency and operates under the purview of the various control agencies relative to hiring, contracting, etc.

Joe Munso, Chief Deputy Director added that both in terms of the staff reduction and hiring freeze; the Department of Finance (DOF) has applied its budget direction to state agencies broadly. He noted in the past some agencies were exempt, particularly those that were off-line or revenue generating. He also noted that only a few regulatory agencies have been successful in getting freeze exemptions through. Mr. Munso reported that some state employees have already received their layoff notices and are on the surplus list. He reported that the Commission would be able to hire from that list with no impact on the state budget. In terms of equity and impact on state employees, all agencies have been frozen until the layoff situation stabilizes and there is some stabilization in the budget process.

**MRMIB-Oral Health** – Dr. Henderson reported on two new major developments in the First 5 California Oral Health Initiative. Last month the California Managed Risk Medical Insurance Board (MRMIB) released the solicitation package for the insurance-based oral health demonstration program to the dental and health plans for the Healthy Families Program (HFP). As a reminder, this component of the oral health initiative will support special projects that address the oral health needs of young children, especially in the areas of:

- increased utilization of preventive dental benefits
- increased the capacity of medical and dental providers to serve the oral health needs of young children
- increased access to dental services for young children living in rural and frontier areas
- access for children with disabilities and other special needs

The Healthy Families plan have been instructed that each proposed project must be culturally and linguistically appropriate, be as inclusive as possible, and support proven and effective

strategies or innovative and promising practices. Healthy Families plans are encouraged to collaborate with providers, community clinics and health centers that have historically provided services to young children in traditionally underserved areas including rural and urban and to target school readiness communities. The deadline for Healthy Families plans to submit proposals is July 11, 2003. Dr. Henderson also reported that MRMIB will be contracting with an independent evaluator to measure the effectiveness of their program.

Dr. Henderson reported that First 5 staff will be releasing very shortly the Request for Proposal (RFP) for the Early Childhood Oral Health Education and Training Project. This is the second component of the oral health initiative. This RFP will solicit proposals to:

- 1) Provider Education and Training Program targeted to medical and dental provider communities.
- 2) Consumer Oral Health Education Program targeted to expectant parents, parents, and other caregivers about transmission of dental caries and other preventive measures.

Dr. Henderson reported a total of \$7 million is available to support this four-year effort. She noted that a high level of interest is anticipated from a number of providers to submit proposals. The Commission is looking to receive the proposals in September, with a program start date of December 1, 2003.

**AB 179** – Dr. Henderson reported that AB 179 is our sponsored “technical” bill this year. It is a clean-up bill, which among other things will allow the Commission to also be known as First 5 California. Most county commissions have already changed their name and may do so by changing their ordinance. The State Commission’s name is in statute, so a law change is being sought.

**Rob Reiner Center** – Dr. Henderson reported that in Riverside County a newly established school readiness center “The Rob Reiner Center” has been launched. It was dedicated on April 11<sup>th</sup> and is located in Perris in the Perris Elementary School District. It will offer a wide range of services for children age 0-5 and their families. The Center will focus on all of the issues that are a part of our school readiness initiative. Another terrific aspect, in addition to the support and services for families, is that it will also include an infant-toddler center as well as a preschool academy with a yearly enrollment of 240 children. This is the first of five school readiness centers planned to open in Riverside County.

**Universal Preschool Summit** – Dr. Henderson stated that California’s first statewide summit on Preschool for All was held on April 21-22, the two days prior to the Statewide Conference. She reported that over 300 state and local First 5 commissioners and commission staff, educators, planners, child care providers, and state and local officials attended. This was an opportunity to share information about what we know about what is happening with preschool for all in California as well as with six other states that have moved forward in this area:

- Florida
- Georgia
- Illinois
- Massachusetts
- New Jersey
- New York

Dr. Henderson acknowledged Kris Perry, First 5 San Mateo, for chairing the Summit planning Committee and jump-starting the event. The Summit was co-sponsored by First 5 San Mateo, First 5 Los Angeles, The David and Lucile Packard Foundation, and First 5 California.

Dr. Henderson reported that First 5 Los Angeles, First 5 San Mateo and First 5 Alpine are currently planning to implement locally based universal preschool systems of their own.

Dr. Henderson reported that they also heard from Susan Meunchow, American Institute of Research (AIR), who has a contract with First 5 California to develop a Preschool for All: “Step by Step” Planning Guide to help planners and advocates review the options for phasing in access to a system of preschool for all. The guide is being done in two phases, with the first including a survey of current efforts throughout the state. Phase two of the planning guide will be a tool kit to provide information and resources in basic ground level planning (for example, determining key program elements; estimating supply and demand and utilization, including facilities availability; developing a cost model, including a template with instructions, along with in-depth information based on counties’ experience; determining phase-in, e.g., four-year olds only, or three and four year olds; financing; assessing child outcomes and tracking success; and planning for governance. The guide will be available to county commissions, school districts and others in September.

Commissioner Duff stated there are very specific collaborative tools available that can be used in the guide. Commissioner Duff suggested that the guide include guidance on building consensus and reaching out to the people who should be involved. Dr. Henderson agreed that this is fundamental to the Commission’s philosophy and will also be part of the First 5 advocacy plan, which is currently being developed. Commissioner Gutierrez suggested that some of the information being gathered by First 5 Los Angeles in their universal preschool work may also be incorporated into the guide.

Dr. Henderson reported that Senator Dede Alpert attended the Summit and offered words of inspiration and encouragement. She noted that another key feature of this workshop was a full day workshop on workforce development.

Commissioner Duff asked if “Preschool for All” is the final decision on the name of the Commission’s proposed initiative. Dr. Henderson responded that no formal decision has been made; “Preschool for All” reflects input from many parties, but has not been formally tested.

Chairman Reiner stated that we have great leadership on the Preschool for All effort with Senator Dede Alpert, Darrell Steinberg, Wilma Chan and others. He stated that this process is going to take another 10-15 years and with term-limits in effect, we are going to need the kind of commitment we have had from people like Senator Alpert and Steinberg on an on-going basis. He stated that we are going to be the central agency to advocate for these types of programs and we need to be proactive in terms of working with people who will be in the leadership role. Commissioner Duff asked about the "Planning Guide" for Preschool for All. She inquired if testing was going to be done about the name. Dr. Henderson responded that there have been many discussions involved in universal preschool and the decision to use Preschool for All has been fairly informal to this point. She stated that we have heard from a number of sources that universal preschool does not resonate well with people for a variety of different reasons. Dr. Henderson then stated that we have not formally tested the name.

Commissioner Duff suggested that we also include in the "Planning Guide" something in the guide that is more about people and how to build consensus and good will, and that the process is inclusive in making sure that all the right people are at the table. Dr. Henderson responded that the guide will include this and that this is a very preliminary step in looking at practical tools to use in getting started. She stated that there are many other things to take under consideration and this is only one small piece of what is a long-range plan. Dr. Henderson stated that this will be a major part of the First 5 advocacy agenda and has always been fundamental to the Commission's philosophy. She reported that in San Mateo County and Los Angeles County this has been absolutely fundamental to their process and the Commission will build on those experiences.

Commissioner Gutierrez suggested documenting what is happening in Los Angeles County. The process that Karen Hill-Scott and Associates has developed includes a lot of community engagement, and brings people together from different economic interests and represents a diverse group of people.

Commissioner Gutierrez also expressed concern about the "Planning Guide." She stated that in Los Angeles some communities have 16 licensed child care spaces for every 100 children and some communities have 69 licensed child care spaces for every 100 children. She stated that there is clearly a need for facilities and beyond mapping the facilities, it would be helpful to suggest different strategies around how facilities can be developed or co-located.

Dr. Henderson stated that this would be phase two of the planning. She reported that she did this out of the authority that she had to provide technical assistance. If there is a second or third round of the planning guide, other partners in this effort can be identified. This may also be discussed with the Preschool options. She stated that these issues cannot all be addressed in this plan, but can lay the groundwork so that these issues are thought about.

Commissioner Gutierrez also suggested the Commission consider and assess whether the ABCD Initiative can play the role in determining costs.

Commissioner Gutierrez also inquired about the lawsuit around education equity that led to universal preschool.

Commissioner Vismara asked if there is any strategic planning interaction going on between the school readiness initiative and universal preschool. Dr. Henderson responded that this is one of the key strategies that will be discussed in the context of the preschool options later on the agenda. She stated that this is also a strategy that is being discussed in conjunction with AB 56 as part of the statewide roll out. She stated that there is an effort to make sure there is a broad and very inclusive mix of players from the start. She also reported that there was discussion at the Statewide Summit about children with disabilities and other special needs and making sure that is a significant part of planning and preparation.

**Universal Preschool Joint Legislative Hearing** – A joint legislative hearing was held on Universal Preschool on April 24<sup>th</sup> by the Assembly Select Committee on California Children's School Readiness and Health which is chaired by Wilma Chan; the Select Committee on High Priority Schools, chaired Assemblymember Darrell Steinberg; the Assembly Select Committee on Equal Access to Preschool, chaired by Assemblymember Lois Wolk; and the Education Committee of both the Assembly and Senate.

Ms. Chan and Mr. Steinberg convened the hearing by stating the importance of offering preschool to all children. Mr. Steinberg remarked that this will happen. Dr. Henderson reported that Karen Hill-Scott was a presenter. She noted that there were panels on cost effectiveness, opportunities, issues on diversity, achieving results. She noted that Ex Officio Commissioner Theresa Garcia was on a panel that discussed experience of other states and building preschool for all, advocacy and strategies.

**Kit for New Parents** – Dr. Henderson reported a Request for Proposal (RFP) was released on May 30 to find a contractor to do procurement and fulfillment for the next 3 years for the Kit for New Parents. The mandatory bidders' conference will be held on June 20. The RFP process is expected to be completed and a contractor selected by October. In the meantime, the current contract with the Office of State Publishing has been extended through the end of the calendar year to ensure a smooth transition and no slowdown in the delivery of Kits.

Dr. Henderson reported that First 5 has been piloting on-line ordering of the Kit with five counties and it has gone very well. The Commission will be phasing in the rest of the counties over the next two months. The response has been very positive and improvements have already made based on the feedback of the five pilot counties. Dr. Henderson also reported that by the end of June, First 5 will have distributed almost 800,000 Kits.

Commissioner Duff asked if we have demographic information on who has received the 800,000 new parents kits. Dr. Henderson responded that we do have this information and that we can provide this data to the Commissioners. Mr. Munso stated that the Kit is available in two languages (Spanish and English). We have information on how many kits were distributed in

Spanish and English and demographics on the families that have received the Kit and how they rated its effectiveness.

**Special Needs Project** – Dr. Henderson updated the Commission about the \$1 million set aside for workforce expansion that was discussed at the March meeting. Staff had recommended workforce development as a component of the special needs project to help build the capacity of the program and providers as well as achieve sustainability. After considerable thought and research, and consultation with Commissioner Vismara, staff is recommending deferring the workforce development. At this time there are a number of reasons to defer this effort to a future date: the state budget impact on community college capacity; the need to work with campuses that supply staff for the demo sites and the expectation that those sites will not be on board for about year; and the desire to proceed on the RFP for the statewide coordination and training contractor rather than delay the RFP until the workforce development approach is determined. Dr. Henderson reported that workforce development will be set aside for the time being and that the Commission will move forward with all of the other elements of this \$20 million project.

Commissioner Gutierrez asked if the training of child care providers to understand the Americans with Disabilities Act, and other issues related to special needs, is within the \$1 million. Emily Nahat, Deputy Director, Program Management, responded that the \$1 million was for workforce development statewide to sustain this initiative after funding ends. However, the demonstration sites and the statewide coordinator will have some responsibilities especially focusing on the demonstration site areas in doing this type of training and development. She also stated that as they document and disseminate effective practices and learn through the demonstration site experience, staff will disseminate information statewide and that it will be included in the other components as well.

**School Readiness Initiative Update** – Dr. Henderson reported since the last Commission meeting, the Commission has received 47 new applications and to date there are 167 school readiness programs in process throughout the state. As of June 16<sup>th</sup>, 55 counties, including 10 new counties, have applied.

Outreach and Information on Technical Assistance – Dr. Henderson reported that the Commission is doing teleconferences every 2-3 weeks on program, fiscal, and evaluation issues. She reported on new resources including a “Web Cast” on how to build and strengthen school readiness programs, which was debuted on May 20<sup>th</sup> throughout the state. Twenty-nine counties and 164 people participated in its debut.

Dr. Henderson reported that during the week of June 16 (in Fresno and Burbank) two of our regional work shops were held to providing information and resources on working with children with disabilities and other special needs including early mental health across the 5 essential and coordinated elements. Two more are scheduled next week in Redding and Sacramento.

Dr. Henderson reported that the school readiness directory is scheduled to go live this month. It is a web-based directory that includes information on the program and is a technical assistance tool and support for county commissions who want information on who is doing what and how they are doing it. (The directory will be accessible via a link on the CCFC website: [www.ccfc.ca.gov](http://www.ccfc.ca.gov)).

**Transfer of Knowledge (TOK) Symposium** – Dr. Henderson reported on the TOK symposium that the Governor’s Child Development Policy Advisory Committee (CDPAC) held last November on serving children with disabilities and other special needs. Commissioner Vismara was very involved with this symposium. The symposium was put on by CDPAC and supported by WestEd. She reported that there is a summary of the proceedings that will be available shortly and copies will be provided to all Commissioners. She reported that there was a large turnout—more than 400 people from 51 counties in attendance. She reported that there has been significant subsequent activity that was stimulated by the TOK Symposium and 80% of local leadership teams have met since the symposium. There has been a large amount of sharing with groups and county agencies.

This report is expected to generate a significant amount of information for the First 5 special needs project. There are next steps and recommendations for the local and community level for how to move forward, such as identifying missing players, conducting needs assessment, and training at the state level. This report also includes recommendations for service delivery coordination, encouraging relationships at the state level, as well as good recommendations for research. The report includes a two-page summary of the recommendations.

#### Other Discussion:

Commissioner Gutierrez expressed concern about CDPAC. She stated that CDPAC is a key organization in providing training and is key to the local child care planning council. She asked what the future is for CDPAC and what role the Commission has with CDPAC.

Mr. Munso responded that the Governor’s Budget proposes to eliminate CDPAC. He reported that the Legislature has identified a series of products and expectations from CDPAC that would go into a trailer bill that would sustain CDPAC. Mr. Munso reported that he has had conversations with CDPAC’s Executive Director, Kay Ryan. He reported that she is struggling with the fact that her staff has received layoff notices. Although CDPAC may be saved, there may not be any staff as they locate other jobs. Mr. Munso stated that he has discussed some strategies with Ms. Ryan in terms of helping her staff. He stated that there is no good feel for the final outcome, but that the Legislature is behind maintaining CDPAC.

Commissioner Belshé stated that the Commission in March delegated authority to Dr. Henderson to take positions on legislation and asked for an update on how this has been going the past three months. Dr. Henderson responded that First 5 has not been called upon to act on a bill since the last Commission meeting. She stated that staff is applying the approved revised criteria and the Commission is taking an active role in a very limited number of pieces of legislation.

#### **Agenda Item 6 – California Children and Families Association Report**

Mark Friedman, President of the California Children and Families Association, reported on the following:

- The success of the Statewide Conference reflected the productive collaboration between CCFC and CCAFA, which took on the responsibility for organizing a major portion of the conference.
- The Association is enthusiastic about both of the new initiatives being considered by the State Commission for investment -- Health Care Access and Preschool for All -- and pointed out that from the county commissions' perspective, they both present opportunities as well as challenges. Concerns related to proposed state matching funds, revision of county commission strategic plans to commit new investment funding, and a desire for State Commission flexibility in implementation were expressed. Mr. Friedman stated that both proposals have merit and that the Association would like to see some State Commission funding for both programs, noting that various county commissions are ready to develop/implement one program but not the other. The counties clearly want to see both initiatives funded and recognize that not all counties will participate in either of them. The CCAFA is working with the Packard Foundation on Preschool for All and with a consortium of foundations, including the California Endowment and Packard, on initiatives to expand health access for all children – an area of great interest to a large number of counties.
- As the State Commission reaches the end of its commitment to fund programs such as the Asthma Initiative, Safe from the Start, and Child Care Accreditation, there is pressure on the county commissions to fund them. The Association is working with counsel on the issue of supplantation. (Commissioner Alice Walker Duff asked the Association to share the information with the State Commission, and Mr. Friedman agreed to do so.)
- County commissioners want to be involved in taking an active role in advocacy; many of them have pertinent expertise that can be drawn on. The Association is working to create ways to have them involved.

Discussion:

Commissioner Duff requested that CCAFA share whatever information it has on the issue of supplantation, and Mr. Friedman agreed to provide it.

### **Agenda Item 7 – Strategic Plan Document**

Joe Munso, Chief Deputy Director, presented this item and walked the Commission through some changes that had been made since the last review of the Strategic Plan in March. The Plan serves a couple of purposes and it also contains an operating plan with a great deal of detail that can be broken up in a couple of different ways. He reported that there will also be a summary pamphlet version of the plan (approximately 11-15 pages) that will include the vision, goals and objectives, investments, and how the Commission is accountable.

He reported that a summary of the equity principles is included in the strategic plan. The goals, objectives and strategies are outlined through FY 2006. Highlighted were activities associated with those items and strategies that will be implemented to achieve the Commission's goals and objectives. The Plan includes approved funding and will ultimately have a financial condition statement, and the annual operating plan, which details activities next fiscal year and goes through the strategies, goals and objectives, as well as some of the key activities that may be occurring in FY 2003/2004 and who is responsible. In addition, included in the plan is a calendar by month, which highlights key events that will be occurring throughout the year. Mr. Munso stated that the plan reflects changes received from the last review. It summarizes the Commission's vision, guiding principals, the equity principles, school readiness goals, and a new fifth goal, organizational effectiveness, which is part of accountability and administrative functions that are critical. An evaluation component will be included under organizational effectiveness. Commissioners were asked to recommend additional changes that need to be reflected in the Plan. The goal at the July meeting will be to approve as close to a finished product as possible with any amendments based on Commission decision(s) and to then publish the final Plan.

As a point of clarification, Dr. Henderson stated that there are some things scheduled to be discussed later in the agenda that are included in the Plan as a placeholder (health care access, preschool for all, and Equity Principle implementation). These will be inserted in key areas throughout the document.

Discussion:

Commissioner Gutierrez stated her support for the addition of organizational effectiveness in the Strategic Plan. She stated that it is good to do an internal assessment and to also talk about the Commission's leadership responsibility in inspiring and collaborating with others. She also stated that how the Commission functions should be a part of the assessment. Commissioner Gutierrez requested that within organizational

effectiveness, the relationship and communication with county commissions should also be assessed.

Commissioner Vismara asked a specific question with regards to one of the five major objectives—tobacco cessation. He asked if there has been any thought or discussion about including other substances (i.e., drugs and alcohol) within this subheading. Mr. Munso responded that the Act is broader than just tobacco and that staff can take a look at this.

Ex Officio Member, Genie Chough, asked for clarification of her understanding that the Strategic Plan is an evolving document and will continue to change even after the Commission takes action to approve it in July. Chairman Reiner responded that the document will continue to change as the Commission moves along with its work in the many different areas.

Chairman Reiner stated that the Strategic Plan was a great document.

Mr. Munso thanked the management team and staff and in particular, Anthony Souza, who took the lead to pull this work together.

Mr. Munso then proceeded with a power point presentation with updated financial projections for the Commission). This was an update from the financial presentation provided to the Commission in February 2003.

The revenue projections assume the proposed tobacco tax increase in the May Revise is now at 63 cents, 20 cents beginning July 1, 2003 and 43 cents beginning July 2004, which increases the tobacco tax to \$1.50. Mr. Munso reported that the Administration again proposed to backfill CCFC and Prop. 99 in the May Revise. FY 2003/04 revenue estimates are those from Department of Finance and the Commission's new model is used for the out years. Mr. Munso reported that CCFC has assumed a constant Prop. 99 backfill amount, which this year was a higher amount. CCFC staff is working with the Board of Equalization to have a process for calculating it in the out years. Mr. Munso reported that state and county staff will be monitoring this situation. Mr. Munso reported that the dollars do not reflect a reserve or interest earning after FY 2003/04. He reported that a reserve and interest earnings are not being assumed.

Mr. Munso briefly highlighted core investments, other approved investments, possible new investments, funding balances versus funds needed for future years, and funding pressures.

Discussion:

Chairman Reiner asked for a status on the Board of Equalization review/recalculation of the Prop. 99 backfill. Mr. Munso responded that CCFC and the CCAFA have decided to deal with the issue prospectively. It is a problematic issue for the Board to deal with the

action already taken. Staff within the Association has met the Board members to look at the issue and are forming a working group to develop a process so that the backfill amount will be more predictable and accurate.

Commissioner Duff asked how accurate we have been with our revenue projections. Mr. Munso responded that we are within 1-2%.

Mr. Munso reported that Richard Iniguez is working on preparing a concept paper regarding internet and illegal sales of tobacco. Additionally, the Board of Equalization has stepped up some of their enforcement issues with taxing sales on the internet, etc.

Commissioner Belshé asked how much the availability of funds and revenue projections will change if the final state budget does not include a tobacco tax. Mr. Munso responded that the numbers in his presentation included a backfill and should be close, to the extent that Department of Finance calculated the backfill correctly (Prop. 99 was given \$33 million). He stated that smoking prevalence rates with regards to consumption that the model contains must be looked at. He stated they may go up just slightly (3 to 5 percent at best).

Commissioner Belshé asked staff to remind the Commission of the investments already made as it relates to the special project areas. Mr. Munso responded. He reported that the Commission has made a \$20 million commitment to Children with Special Needs over a 4 year period, which combined two focus areas: special needs and mental health. The Commission approved \$10 million for Oral Health for 3 to 4 years depending on the component. The Commission has set aside \$10 million for Informal Care with \$8 million of that be worked out for a 3 or 4 year period. Mr. Munso also reported that the Migrant and Seasonal Farm Worker proposal assumes \$10 million over 4 years. This is a total of \$50 million.

Chairman Reiner stated that he would like to know how much matching federal funds have been generated through our programs. Mr. Munso responded that a few counties have been successful in generating matching funds. He also stated that the Commission receives federal funding for the Kit for new Parents. Chairman Reiner stated that he would like to receive an overview of what all the counties are doing to generate federal matching funds. Mr. Munso will work with the Association to get this information to Commissioners.

Commissioner Vismara asked if staff has considered developing a model or analysis to gain an objective assessment of the various projects the Commission has been supporting in terms of sustainability, generating matching funding, leveraging and actual implementation. Mr. Munso responded that most of the projects listed as a funding pressure. The Commission has data showing how and who the Commission has served. He stated that staff will have an initial evaluation report for these projects.

Commissioner Belshé requested information about the percentage of the state Commission's annual expenditures that have gone to the counties. Mr. Munso responded that with the school readiness initiative and focus areas, close to 60 percent of the Commission's funding goes to county commissions.

Commissioner Grossman asked about federal funding relative to the Oral Health initiative. Her understanding is that the Commission will spend \$10 million and will receive \$6 million from the federal government. Mr. Munso stated that there are two components of the Oral Health initiative and one is to do an oral health demonstration project in rural counties and is in partnership with Healthy Families. He reported that for every dollar spent the Commission will receive 60 cents in federal matching funds. He reported that in the second component, which is a training program; it is difficult to receive federal funds.

Chairman Reiner asked when the Commission must make a decision regarding the Safe from the Start program. Mr. Munso stated the funding for this program goes through to the end of the fiscal year in 2004. The Commission will discuss this and other issues in October 2003.

Commissioner Belshé asked about the status of the evaluation of Safe from the Start and when the Commission would receive information on this. Emily Nahat responded that staff has received an interim report and that the final evaluation will be due 90 days after the contract ends, which will be in the fall of 2004.

As a point of clarification, Dr. Henderson stated that the Safe from the Start program is listed on page 48 of the strategic plan. She also acknowledged Paul Seave from the Attorney General's Office who was in the audience.

Dr. Henderson also wanted to clarify that the programs listed under "funding pressures" were listed because these programs are scheduled within the scope of this strategic plan to end.

Ex Officio Member Genie Chough spoke in regards to the programs listed in the funding pressures. She asked the Commission to not overlook those spending areas where significant outcomes can be achieved from the investment.

## **Agenda Item 8 – Migrant Farm Worker Project**

Joe Munso, Chief Deputy Director, presented this item. He thanked CCFC staff and the CCAFA workgroup for their efforts on this project. He thanked Richard Iniguez and Anthony Souza for preparing this proposal.

Mr. Munso proceeded with a power point presentation that outlined the two components of this proposal:

- 1.) \$7.4 million to the California Department of Education (CDE) to expand the existing Migrant Early Even Start Program (MEES). This program, in existence since 1991 will provide the following services with this funding allocation:
  - a. Provide enhanced Early Childhood Education services, including a focus on early literacy acquisition and development.
  - b. Enhance Parent Education services including literacy acquisition.
  - c. Provide enhanced child care services during non-traditional hours. Migrant Early Even Start (MEES) child care services are CDE monitored and each agency providing child care is approved and funded by the Office of Child Development within CDE. Each funded agency must meet all the licensing and quality standard requirements of the Office of Child Development.
  - d. Build additional program capacity to serve a larger number of the eligible population.
  - e. Provide transportation services in isolated rural settings.
- 2.) \$2.2 million would be provided to La Union Del Pueblo Entero (LUPE), an affiliate of the United Farm Workers. This funding would be awarded via a non-competitive bid process to La Union Del Pueblo Entero to utilize their extensive existing community-based networks to fund an eight county demonstration project to perform community outreach to enhance participation in the newly expanded MEES programs and provide informal parent education services within the migrant farm worker communities. The intent of this demonstration project is to explore means of increasing the knowledge of and use of available child and parent services among migrant farm worker parents and other caregivers.

#### Discussion:

Commissioner Duff asked what home visiting model is used. Mr. Munso called upon Adrianna Simmons, State Director of the Migrant Education Evan Start (MEES) Program to respond. Ms. Simmons stated that teachers and instructional aides provide home visits at a minimum of two hours a week. She stated that the visit is prearranged with the family and that a lesson plan is included as well as activities with the children and parents. Ms. Simmons then briefly summarized some the activities and testing provided through the Evan Start Program.

Chairman Reiner stated that the Commission needs to help create an evaluation process that will meet the Commission's needs. Dr. Henderson stated that MEES has a good working relationship with many of the county commissions and that partnership should

be built on. She also stated that MEES is an established infrastructure and it covers all the counties regionally throughout the state.

Commissioner Belshé asked about the greatest needs in geographical areas. Ms. Simmons stated that MEES uses a funding formula and can share that with the Commission to see if it meets the Commission's criteria.

Commissioner Vismara asked if the Commission's investment in the program would enable MEES to draw additional federal funds. Mr. Munso responded that it would not; MEES is a block grant from the federal government.

Nora Benavides, National Farm Worker Service Center and the Farm Workers Movement, stated that a partnership with MEES would be very beneficial. Through collaboration this will allow the existence of community facilities in areas that MEES doesn't currently have access. She reported that they are leveraging a grant from the California Endowment (\$875,000) to utilize the parent associations that will be organized to address gaps in services.

Commissioner Duff expressed interest in participation in this program.

Commissioner Vismara asked if the issue of teen pregnancy could be addressed in this project especially since there is a high rate of teen pregnancy among Latinas. Ms. Simmons stated that the Migrant Education Program has a program for out-of-school youth and included in this group is teen pregnancy.

Commissioner Gutierrez asked the Commission to consider providing a public announcement regarding this project.

**Action by the Commission:** Commissioner Belshé moved to approve the allocation of \$10 million, spread over a four-year period, to fund targeted services to migrant and seasonal farm worker parents and their children, plus \$400,000 to provide dedicated funding to an independent evaluation of the two distinct, but complementary components of this project. Commissioner Gutierrez seconded the motion and it was approved by a unanimous vote.

## **Agenda Item 9 – Equity Principles Implementation Plan**

Dr. Henderson provided some preliminary comments on this item before the presentation by Jeanne Taylor. Dr. Henderson stated that as the Commission approached the implementation phase of the Commission's Principles on Equity changes in staff assignment. She thanked Barbara Marquez and Emily Nahat for their work and leadership with the Advisory Committee

on Diversity and drafting the Principles on Equity. She then announced that Patti Huston and Jeanne Taylor of the Commission's Governmental Affairs Office, have taken over the staffing responsibilities for Advisory Committee on Diversity. This came about in the Strategic Plan development in trying work out assignments as well as take advantage of the talents of Commission staff. Jeanne Taylor will be the point person for the Committee with Patti Huston overseeing the implementation of the Equity Principles. Dr. Henderson stated that the move from Program Management to Governmental Affairs make since for where the Equity Principles are in the process. She stated that the implementation plan proposed calls for the inclusion of the Equity Principles in all program content areas. Ms. Taylor and Ms. Huston will continue to consult with staff in Program Management on all new programs to make sure issues of diversity are considered and that inclusion is built into the foundation of new programs. Before introducing Jeanne Taylor to present this item, Dr. Henderson asked Commissioner Gutierrez and Vismara, co-chair of the Advisory Committee on Diversity, to comment before the presentation.

Commissioner Gutierrez stated that this is an initial implementation plan and does not include everything in relation to diversity and/or equity.

Commissioner Vismara stated that his personal perspective is to do work that has real outcomes and serves people and families in communities and is closely linked to advocacy. He also stated that the Advisory Committee also should take the opportunity to reassess itself.

Jeanne Taylor presented this item. Ms. Taylor provided a recap for the Commission of recent activities associated with the Principles on Equity.

#### Recap

- Discuss and obtain further direction from State Commission (3/03)
- Disseminate for broader input from County Commissions and other
- Present workshop at Statewide Conference
- Review recommended changes with Advisory Committee on Diversity
- Present at the June 2003 Commission Meeting as a discussion item
- Create corresponding "Operational Workplan" with tasks and timelines to incorporate into First 5 California Strategic Plan
- Approve EP Implementation Plan within the Strategic Plan at July 2003 Commission meeting
- Implement the Plan (2003-2006)

#### Priority Recommendations:

- 1) Advocate that all County Commissions adopt the Principles on Equity and develop their own Implementation Plans.
- 2) Offer technical assistance (TA) and fund development of a training/TA program.
- 3) Support family leadership training to strongly promote active family involvement.

- 4) Consider supporting research studies focused on reducing disparities faced by the diverse population of California's youngest children and their families.
- 5) Build the Principles on Equity into the design and funding criteria of any new major First 5 initiative.

Discussion:

Commissioner Gutierrez stated that technical assistance will not be in the form of a traditional technical assistance workshops and conferences. It will focus on how to incentivize civic engagement, among other things. She also stated that working on these issues should be a part of everything the Commission does and should not be seen as a separate activity.

Commissioner Vismara asked what communication and exchange of ideas has occurred with the CCAFA. Ms. Taylor stated that there are three individuals from the county commission that are on the Advisory Committee on Diversity. She stated that they have also informally communicated with CCAFA.

Commissioner Vismara stated that he is concerned about engaging in an RFP before the goals are clearly laid out. He expressed concern about standard boilerplate language and that the Equity Principles may not be implemented at the local level. He hopes that technical assistance is something that will be linked to advocacy and will result in something that will be evident in the 58 counties. Dr. Vismara suggested that a strategic plan be developed with the counties and then make the implementation real.

Ms. Taylor responded by stating that the goal is to work with CCAFA and the Advisory Committee on Diversity to develop the RFP, as well as final implementation plan. This initial plan is a preliminary plan designed to serve as a starting point.

Commissioner Gutierrez stated for clarification that the Commission understands that there is no requirement for the counties to adopt/implement the Principles on Equity. She suggested that staff survey counties to see who has adopted the Principles on Equity and how they are being utilized. Ms. Taylor responded by stating that the Commission's annual report will include which counties have adopted Principles on Equity.

In response to questions about the funds for technical assistance, Dr. Henderson stated that the Principles on Equity are similar to other items in the Strategic Plan where the funding is set aside and earmarked. The plan is to come back to the Commission, to work with the Advisory Committee on Diversity, and CCAFA. Dr. Henderson stated that there have been many conversations with our county partners. There has been a great deal of energy devoted to this issue, and there was a workshop at the April 2003 statewide conference on the implementation of the equity principles and on the expansion of the civic engagement project.

Sherry Novick, Executive Director, CCAFA, stated that it is sometimes difficult to obtain information about local activities. She stated that the 58 counties embrace the spirit of the Equity Principles but whether they actually took action to formally adopt the Equity Principles and what it means in terms of their practice varies by county. Ms. Novick stated that with the CCAFA having only two staff, it is very difficult to do the outreach to counties. She reported that she and Patti Huston have begun calling counties but that it may take considerably more time to give the Commission information before the July Commission meeting.

Karen Blinstrub, First 5 Santa Clara and member of the Advisory Committee on Diversity, stated that she was also speaking on behalf of Rafael Lopez, First 5 Santa Cruz and Brenda Blasingame, First 5 Contra Costa, who are also members of the Advisory Committee on Diversity. She stated that they were dismayed that they didn't have an opportunity to review this draft implementation plan. They were disappointed that they were not emailed or given a copy ahead of time. She stated that they feel that they need to have an opportunity to get input from their county commission colleagues before this implementation plan is brought back to the Commission for approval.

Commissioner Gutierrez stated that she assumed that this proposal was shared with members of the Advisory Committee on Diversity. Mr. Munso responded by stating that in April at the statewide conference the Advisory Committee on Diversity met and went through the conceptual implementation plan. Unfortunately, none of the county partners who are also members of the Advisory Committee on Diversity attended this meeting. He then apologized and stated that we will be more sensitive in making sure our county partners are informed.

Commissioner Gutierrez suggested the Advisory Committee on Diversity meet between now and the July meeting if possible.

Kris Perry, First 5 San Mateo, asked the Commission to modify some of the priority recommendations. As a representative of the civic engagement project, she stated that many techniques and best practices have already been documented and are available to share with Commission staff. She asked the Commission to carefully look at the \$1.5 million for technical assistance and to think about how this can be given to counties/regions rather than to an outside technical assistance expert. She suggested a centralized technical assistance model is not appropriate for a decentralized activity.

Wendy Rowan, Executive Director, Humboldt County, asked that the Commission not overlook inclusion of the Native American populations in California as this work goes forward.

Kathy Stafford, Executive Director, Yolo County, spoke to reinforce the comments made by Kris Perry. She stated that they have done a great deal of grass roots advocacy with parents as advocates for the children. She stated that they have a great deal of expertise that they can share with the Commission.

Commissioner Duff requested that the Commission take some kind of action on this item at the July meeting.

Dr. Henderson stated that there was a process in place to work with the Advisory Committee on Diversity and our county liaisons. She stated that it was not the Commission's staff intention to move forward outside of this process. She stated that everyone is committed, and that there is a great deal of enthusiasm and support to move forward. Staff will get broader input, as it was a part of the plan, and will include the many leaders within the county commissions and will build on that expertise.

**Direction from Commission to Staff:**

The Commission directed staff to convene further discussions with county commission representatives and Advisory Committee members to get broader input and further refine and develop the Implementation Plan and the goals contained in it, particularly those that relate to grass roots and parent advocacy and technical assistance for county commissions.

Chairman Reiner recessed the meeting at 12:15 p.m. for lunch. The meeting was reconvened at 1:15 p.m.

**Agenda Item 10 – New Initiatives**

The Commission received an overview of two new First 5 initiative options—Preschool for All Demonstration Projects and Health Care Access. A variety of options were provided for each initiative.

**PRESCHOOL FOR ALL**

Roberta Peck presented this item utilizing a power point presentation. Ms. Peck presented two options for the Commission's potential investment in a major new initiative to promote access to preschool for all 3- and 4- year olds.

- Planning partners have included staff from First 5 San Mateo, First 5 LA, First 5 Santa Clara, First 5 Alameda, and the Association; the Packard Foundation; and the California Department of Education.

**Option 1 – Increase the number of preschool spaces in a demonstration project that could be implemented:**

- County-wide in a limited number of counties,
  - School district-wide in large school districts in various parts of the state, or
  - A combination, including both countywide preschool in a few small-population counties and school district-wide coverage in a limited number of large districts.
- ? Programs would be voluntary for all families in the designated area, coordinate with existing services, be school-based or school-linked, and meet research-based curriculum, class size, and teacher standards.
- ? Proposed funding would be \$18/child/day (the current state preschool rate) plus \$7/child/day for quality enhancements for a 3 ½ hour/day program during the normal school year.
- ? County commissions would provide a 4:1 match and contract with a local education agency, which would then contract for the services.
- ? Year 1 would focus on selection of sites, technical assistance, plan development, and evaluation design. Implementation would take place in years 2 – 5.
- ? Outstanding issues include:
- development of the needed workforce,
  - linking part-day preschool with wrap-around child care,
  - integrating preschool with school readiness programs and family resource centers, and
  - development of facilities.

**Option 2 – Increase the number of preschool facilities by:**

- ? Seeking a legislative change to permit state funds to be used for fixed assets, or
- ? Supporting legislation for a bond measure to provide funding for preschool facilities.

**HEALTH ACCESS FOR CHILDREN**

Joe Munso presented this item. Mr. Munso presented two areas for the Commission's potential investment in expanded access to health care for children 0 – 5 years of age, through coverage or outreach.

**Option 1 – Increase health insurance coverage by any or a combination of the following:**

- Providing matching funds for premiums, at a proposed 20% rate, to county commissions that develop universal coverage programs. The counties most likely to participate are those 20 with county organized health systems or two-plan Medi-Cal managed care models where the infrastructure is in place to reach an expanded population of families.

- A universal coverage program would include a benefit package and premiums equivalent to Healthy Families, coverage up to 300% of the federal poverty level, a plan to cover children above age 5, and plans to address outreach and enrollment strategies.
- Funding a feasibility study to assist counties that do not yet have the infrastructure that would facilitate a universal coverage strategy.
- Providing matching funds for counties that are unable or do not choose to implement universal coverage at this time. This would support addressing children's health needs through a variety of strategies, such as promoting preventive care, maintaining coverage for families at risk of dropping off existing programs, and connecting children to medical homes.
- Providing funding to the Department of Health Services to create an electronic enrollment system for pregnant women and hospital newborns to close the "prenatal and baby gaps" and ensure all new babies receive the coverage for which they are currently eligible.

**Option 2 – Increase and sustain enrollment through any or a combination of the following:**

- Implementing and enhancing outreach activities to ensure that children and families eligible for Medi-Cal or Healthy Families enroll and stay enrolled through locally developed outreach and follow-up strategies. This option would result in draw-down of federal funds. A First 5 investment of \$3 million could be matched by \$4 million in federal funds.
- Including ads in the next media campaign that highlight the new Child Health and Disability Prevention Program "Gateway," designed to ensure that children receive preventive screening and are enrolled in Medi-Cal or Healthy Families if they are eligible.
- Directing the State Commission's community-based organization contractors, responsible for reaching communities and cultural groups not easily reached by mainstream media, to focus exclusively on outreach activities designed to enroll children in health insurance plans. Funds used for this purpose would also be eligible for a federal match.

**Discussion:**

Commissioners engaged in a lengthy discussion of the merits and need for providing support for both priority areas, which was reinforced by public comment:

Kris Perry, First 5 San Mateo thanked Jane Henderson, Emily Nahat, and Roberta Peck for their work on this initiative. Ms. Perry stated that whatever the Commission and county commissions do, she hopes the theme is to address the needs of working parents. She recognized that these are difficult times and political terrain, but encourages the Commission to do whatever to help local commissions fill the gap. She stated that workforce issues are paramount and cannot be ignored. Ms. Perry also stated that the more flexibility in matching funds the better and more opportunities the local commissions will have to redirect existing funding streams through taniff or other funds for child care.

Lucy Quacinella, Maternal and Child Health Access, and sponsors of SB 24. Ms. Quacinella stated that improvements could be done without the legislation, but without the mandate it is very difficult to get movement in the department. She stated that there is funding in SB 24. The bill addresses the baby gap and the prenatal gateway and also seeks to fix CHDP new gateway. She stated, that at present, the bill is structured to require the state to put up general fund money to fix the CHDP gateway, which starts July 1. The prenatal gateway and newborn hospital gateway will be funded with other non-state public funds.

Laura Hogan, representing the California Endowment, reported that four California foundations had issued an unprecedented joint letter to the State Commission, urging commissioners to support the health access proposal. She remarked that this is a key moment in the move to create universal health access and the Commission's support would be instrumental because of its unique statewide role.

Chair Reiner stated that the Commission has limited, non-sustainable funding and that foundations and county commissions are already investing in health care access, while no one in California other than First 5 is taking a significant leadership role in universal preschool.

Representatives of Parent Voices and the Child Care Law Center expressed their support for Preschool for All, but raised concerns about the part-time nature of the proposed program, the fear that Preschool for All might redirect funding away from children under age 3 and away from parents on waiting lists for subsidized full-day care. Commissioner Gutierrez stated that the Preschool for All option provides a huge leap forward for the child development field.

Vice Chair Kim Belshé suggested that the Commission set a goal that the bulk of the funds be set aside for Preschool for All, but recognizing that health is fundamental to the First 5 mission and to a child's school readiness, recommended that the Commission also take a leadership role in the health arena by looking for funds to invest there as well. This could include re-thinking how other First 5 funds are being spent.

Commissioner Alice Walker Duff asked that any investment maximize the intersection between universal access to preschool and universal access to health care.

**Direction from Commission to staff:**

- Preschool for All is First 5 California's top funding priority given the need for First 5 California leadership in this area. The level of funding will be decided in relation to the final decision for the Health Care Access initiative.
- On Health Care Access, staff was directed to attempt to identify funds, either through savings or funds currently set aside for other programs, and to report on this at the July Commission meeting.

- Updated information on both initiative options will be presented at the July Commission meeting.

### **Agenda Item 11 – Adjournment**

Chairman Reiner announced that there are only two more Commission meetings scheduled this year—July and October. He reported that the next Commission meeting is tentatively scheduled for July 17<sup>th</sup> in Sacramento. [The July Commission meeting was subsequently scheduled for Tuesday, July 22.] The meeting was adjourned at 3:25 p.m.